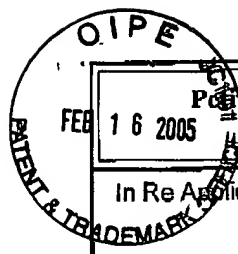


02-17-05

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| Petition For Revival Of An Application For Patent Abandoned Unintentionally Under 37 CFR 1.137(b) (Small Entity) FEB 16 2005 | Docket No. 092/01664 |
|--|-------------------------|

In Re Application Of: Aviv REFUAH, et al.

| | | | | | |
|-------------------------------|------------------------------|-------------------------|-----------------------|------------------------|--------------------------|
| Application No. 09/601,385 | Filing Date July 28, 2000 | Examiner DINH, K. Q. | Customer No. 44909 | Group Art Unit 2151 | Confirmation No. 2933 |
|-------------------------------|------------------------------|-------------------------|-----------------------|------------------------|--------------------------|

Invention: PERSONALIZED INTERNET INTERACTION

Attention: Office of Petitions
Mail Stop Petition
COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, VA 22313-1450

NOTE: If information or assistance is needed in completing this form, please contact Petitions Information at (703) 305-9282.

The above-identified application became abandoned for failure to file a timely and proper response to a notice or action by the Patent and Trademark Office. The date of abandonment is the day after the expiration date of the period set for reply in the Office notice or action plus any extension of time actually obtained.

APPLICANT HEREBY PETITIONS FOR REVIVAL OF THIS APPLICATION

NOTE: A grantable petition requires the following items:

- (1) Petition fee;
- (2) Reply and/or issue fee;
- (3) Terminal disclaimer with disclaimer fee—required for all utility and plant applications filed before June 8, 1995; and for all design applications; and
- (4) Statement that the entire delay was unintentional.

1. ☒ A proposed reply to the above-identified Office Action:

☒ is enclosed. ☐ was filed on _____

The proposed reply is in the form of: Request for Continued Examination and accompanying amendment

2. ☐ The issue fee:

☐ is enclosed. ☐ was paid on _____

3. ☒ Applicant claims small entity status. See 37 CFR 1.27

4. ☒ The abandoned application was a:

☐ design application. ☒ utility application. ☐ plant application.

5. ☐ A terminal disclaimer (and fee) disclaiming a period equivalent to the period of abandonment is enclosed.

6. ☒ Since this utility/plant application was filed on or after June 8, 1995, no terminal disclaimer is required.

**Petition For Revival Of An Application For Patent Abandoned
Unintentionally Under 37 CFR 1.137(b) (Small Entity)**

Docket No.
092/01664

In Re Application Of:

Aviv REFUAH, et al.

| Application No. | Filing Date | Examiner | Customer No. | Group Art Unit | Confirmation No. |
|-----------------|---------------|-------------|--------------|----------------|------------------|
| 09/601,385 | July 28, 2000 | DINH, K. Q. | 44909 | 2151 | 2933 |

Invention: **PERSONALIZED INTERNET INTERACTION**

Calculation and Payment of Fees

Enclosed are the following fees:

- | | |
|---|-----------------------------|
| 7. <input checked="" type="checkbox"/> Petition fee under 37 CFR 1.17(m) in the amount of: | <u>\$750.00</u> |
| 8. <input type="checkbox"/> Fee for amendment in the amount of: | <u> </u> |
| 9. <input type="checkbox"/> Fee for extension of time to reply to Office Action in the amount of: | <u> </u> |
| 10. <input type="checkbox"/> Issue fee in the amount of: | <u> </u> |
| 11. <input type="checkbox"/> Continuing application filing fee in the amount of: | <u> </u> |
| 12. <input type="checkbox"/> Terminal disclaimer fee in the amount of: | <u> </u> |
| 13. <input checked="" type="checkbox"/> <u>Request for Continued Examination Fee</u> | <u>\$395.00</u> |
| Total fees enclosed: | <u>\$1,145.00</u> |

The fee of **\$1,145** is to be paid as follows:

- ☐ A check in the amount of the fee is enclosed.
- ☒ The Director is hereby authorized to charge any fees which may be required, or credit any overpayment, to Deposit Account No. **03-3419**
- ☐ Payment by credit card. Form PTO-2038 is attached.

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

**Petition For Revival Of An Application For Patent Abandoned
Unintentionally Under 37 CFR 1.137(b) (Small Entity)**

Docket No.
092/01664

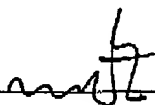
In Re Application Of: **Aviv REFUAH, et al.**

| Application No. | Filing Date | Examiner | Customer No. | Group Art Unit | Confirmation No. |
|-----------------|---------------|-------------|--------------|----------------|------------------|
| 09/601,385 | July 28, 2000 | DINE, K. Q. | 44909 | 2151 | 2933 |

Invention: **PERSONALIZED INTERNET INTERACTION**

Statement

The entire delay in filing the required reply from the due date for the required reply until the filing of a grantable petition under 37 CFR 1.137(b) was unintentional.



Signature

Dated: February 16, 2005

Maier Fenster, Reg. No. 41,016

William H. Dippert, Esq.
Reed Smith LLP
599 Lexington Avenue, 29th Floor
New York, NY 10022-7650
Tel: (212) 521-5400

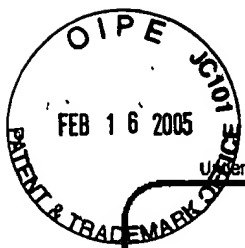
CC:

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to "Mail Stop Petition, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450" [37 CFR 1.8(a)] on

(Date)

Signature of Person Mailing Correspondence

Typed or Printed Name of Person Mailing Correspondence

**REQUEST
FOR
CONTINUED EXAMINATION (RCE)
TRANSMITTAL**Address to:
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Commissioner for Patents
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Alexandria, VA 22313-1460

| | |
|------------------------|---------------------|
| Application Number | 09/601,385 |
| Filing Date | July 28, 2000 |
| First Named Inventor | Aviv REFUAH, et al. |
| Art Unit | 2151 |
| Examiner Name | DINH, K. Q. |
| Attorney Docket Number | 092/01664 |

This is a Request for Continued Examination (RCE) under 37 CFR 1.114 of the above-identified application. Request for Continued Examination (RCE) practice under 37 CFR 1.114 does not apply to any utility or plant application filed prior to June 8, 1995, or to any design application. See Instruction Sheet for RCEs (not to be submitted to the USPTO) on page 2.

1. **Submission required under 37 CFR 1.114** Note: If the RCE is proper, any previously filed unentered and amendments enclosed with the RCE will be entered in the order in which they were filed unless applicant instructs otherwise. If applicant does not wish to have any previously filed unentered amendment(s) entered, applicant must request non-entry of such amendment(s).
- a. ☐ Previously submitted. If a final Office action is outstanding, any amendments filed after the final Office action may be considered as a submission even if this box is not checked.
- i. ☐ Consider the arguments in the Appeal Brief or Reply Brief previously filed on _____
- ii. ☐ Other _____
- b. ☒ Enclosed
- i. ☒ Amendment/Reply iii. ☐ Information Disclosure Statement (IDS)
- ii. ☐ Affidavit(s)/Declaration(s) iv. ☐ Other _____
2. **Miscellaneous**
- a. ☐ Suspension of action on the above-identified application is requested under 37 CFR 1.103(c) for a period of _____ months. (Period of suspension shall not exceed 3 months; Fee under 37 CFR 1.17(i) required)
- b. ☐ Other _____
3. **Fees** The RCE fee under 37 CFR 1.17(e) is required by 37 CFR 1.114 when the RCE is filed.
- a. ☒ The Director is hereby authorized to charge the following fees, or credit any overpayments, to Deposit Account No. 03-3419
- i. ☐ RCE fee required under 37 CFR 1.17(e)
- ii. ☐ Extension of time fee (37 CFR 1.136 and 1.17)
- iii. ☒ Other Any additional fee required
- b. ☐ Check in the amount of \$ _____ enclosed
- c. ☐ Payment by credit card (Form PTO-2038 enclosed)

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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT REQUIRED

| | | | |
|---------------------|---------------|-------------------------------------|-------------------|
| Name (Print / Type) | Maier FENSTER | Registration No. (Attorney / Agent) | 41,016 |
| Signature | | Date | February 16, 2005 |

CERTIFICATE OF MAILING OR TRANSMISSION

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| | |
|---------------------|------|
| Name (Print / Type) | |
| Signature | Date |

This collection of information is required by 37 CFR 1.114. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing the burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Mail Stop RCE, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

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**COMBINED AMENDMENT & PETITION FOR EXTENSION OF
TIME UNDER 37 CFR 1.136(a) (Small Entity)**

Docket No.
092/01664

In Re Application Of: Aviv REFUAH et al.

| | | | | | |
|-------------------------------|------------------------------|----------------------------|-----------------------|------------------------|--------------------------|
| Application No. 09/601,385 | Filing Date July 28, 2000 | Examiner DINH, Khanh Q. | Customer No. 44909 | Group Art Unit 2151 | Confirmation No. 2933 |
|-------------------------------|------------------------------|----------------------------|-----------------------|------------------------|--------------------------|

Invention: **PERSONALIZED INTERNET INTERACTION**

COMMISSIONER FOR PATENTS:

This is a combined amendment and petition under the provisions of 37 CFR 1.136(a) to extend the period for filing a response to the Office Action of July 8, 2004 in the above-identified application.
Date

The requested extension is as follows (check time period desired):

☐ One month ☐ Two months ☒ Three months ☐ Four months ☐ Five months

from: October 8, 2004
Date

until: January 8, 2005
Date

Applicant claims small entity status. See 37 CFR 1.27.

The fee for the amendment and extension of time has been calculated as shown below:

CLAIMS AS AMENDED

| | CLAIMS REMAINING AFTER AMENDMENT | HIGHEST # PREV. PAID FOR | NUMBER EXTRA CLAIMS PRESENT | RATE | ADDITIONAL FEE |
|---|-------------------------------------|-----------------------------|--------------------------------|------------|-------------------|
| TOTAL CLAIMS | 29 - | 123 = | 0 | x \$25.00 | \$0.00 |
| NDEP. CLAIMS | 2 - | 17 = | 0 | x \$100.00 | \$0.00 |
| FEE FOR AMENDMENT | | | | | \$0.00 |
| FEE FOR EXTENSION OF TIME | | | | | \$510.00 |
| TOTAL FEE FOR AMENDMENT AND EXTENSION OF TIME | | | | | \$510.00 |

**COMBINED AMENDMENT & PETITION FOR EXTENSION OF
TIME UNDER 37 CFR 1.136(a) (Small Entity)**

Docket No.
092/01664

The fee for the amendment and extension of time is to be paid as follows:

- ☐ A check in the amount of \$0.00 for the amendment and extension of time is enclosed.
- ☒ Please charge Deposit Account No. 03-3419 in the amount of \$510.00
- ☒ The Director is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 03-3419
- ☒ Any additional filing fees required under 37 C.F.R. 1.16.
- ☒ Any patent application processing fees under 37 CFR 1.17.
- ☒ If an additional extension of time is required, please consider this a petition therefor and charge any additional fees which may be required to Deposit Account No. 03-3419
- ☐ Payment by credit card. Form PTO-2038 is attached.

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

Yaakov Schatz
Signature

Yaakov SCHATZ, Reg. No. 44,320

William H. Dippert, Esq.
Reed Smith LLP
599 Lexington Avenue, 29th Floor
New York, NY 10022-7650

Tel: (212) 521-5400

cc:

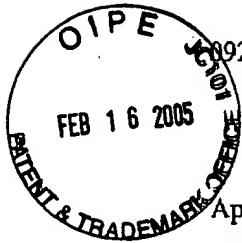
Dated: January 6, 2005

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(Date)

Signature of Person Mailing Correspondence

Typed or Printed Name of Person Mailing Correspondence



092/01664 A03

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: A. REFUAH, et al.
Serial Number: 09/601,385
Filed: July 28, 2000
For: PERSONALIZED INTERNET INTERACTION
Art Unit: 2151
Examiner: Dinh, Khanh Q

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT

Sir:

Further to an office action dated July 8, 2004, and an interview conducted September 7, 2004, kindly amend the application as follows:

IN THE CLAIMS

1-75 (Cancelled)

76. (Currently amended) A method according to claim 15675, wherein said modification comprises modifying a display layout.

77. (Currently amended) A method according to claim 15675, wherein said modification comprises modifying a level of detail shown.

78. (Currently amended) A method according to claim 15675, wherein said modification comprises selecting data to be displayed.

79-113. (Cancelled)

114. (Currently amended) A method according to claim 144, wherein the at least one attribute of the display format determined responsive to the user profile comprises one or more display colors.

115. (Currently amended) A method according to claim 144, wherein the at least one attribute of the display format determined responsive to the user profile comprises an image quality.

116. (Currently amended) A method according to claim 144, wherein the at least one attribute of the display format determined responsive to the user profile comprises a size, amount or density of displayed text.

117. (Currently amended) A method according to claim 136, wherein ~~selecting~~determining the display format responsive to the user profile comprises modifying a display format of a browser of the client.

118-135. (Cancelled)

136. (New) A method of a user interacting with an Internet site, comprising:
managing user profile records for a plurality of users;
transmitting to the site, by each of the plurality of the users, a request for an Internet page;
providing, responsive to each of the requests, information content of the Internet page; and
responding to each of the requests, with a page presentation of the provided information content in a display format selected responsive to the user profile record of the user transmitting the request,

wherein at least some of the responses to the requests differ at least in their display formats.

137. (New) A method according to claim 136, wherein managing the user profile records comprises tracking interactions of the user with an Internet and analyzing the tracked interactions to determine at least a part of the user profile.

138. (New) A method according to claim 137, wherein said tracking comprises tracking at computers at which the users accesses the Internet.

139. (New) A method according to claim 137, wherein said tracking comprises tracking at a tracking computer which tracks a plurality of users.

140. (New) A method according to claim 139, wherein said tracking computer is physically remote from the site.

141. (New) A method according to claim 136, wherein providing the information content comprises providing the same information content for a plurality of the users.

142. (New) A method according to claim 136, wherein providing the information content comprises providing different information content including different search results, for a plurality of the users.

143. (New) A method according to claim 136, wherein providing the information content of the Internet page comprises providing the information content of the Internet page without relation to the user profile of the user transmitting the request.

144. (New) A method according to claim 136, wherein the selected display format includes at least one non-information-content attribute selected responsive to the user profile.

145. (New) A method according to claim 136, wherein transmitting the request comprises transmitting along with a user profile record.

146. (New) A method according to claim 136, wherein the display formats selected responsive to the user profile records of at least two of the users differ in their level of detail.

147. (New) A method according to claim 136, wherein the display formats selected responsive to the user profile records of at least two of the users differ in a percentage of image data that they include for one or more of their images.

148. (New) A method according to claim 136, wherein the display formats selected responsive to the user profile records of at least two of the users differ in their colors.

149. (New) A method according to claim 136, wherein the display formats selected responsive to the user profile records of at least two of the users differ in their spatial layout.

150. (New) A method according to claim 136, wherein the display formats selected responsive to the user profile records of at least two of the users differ in a size, amount or density of displayed text.

151. (New) A method according to claim 136, wherein the display formats selected responsive to the user profile records of at least two of the users differ in a number or percentage of non-textual objects.

152. (New) A method according to claim 136, wherein the display formats selected responsive to the user profile records of at least two of the users differ in the type of words they use.

153. (New) A method according to claim 136, wherein the display formats selected responsive to the user profile records of at least two of the users differ in a ratio between images and text in the page.

154. (New) A method according to claim 136, wherein responding to the requests comprises responding by the site, which selects the display format.

155. (New) A method according to claim 136, wherein responding to the requests comprises providing the information content by the site, and selecting the display format at least partially by a persona server, separate from the site, which provides the presentations to the users.

156. (New) A method of interacting with an Internet site, comprising:
generating user profile records for a plurality of users;
transmitting to the site, by each of the plurality of the users, a request for an Internet page;
determining for each of the user profile records a suitable modification of at least one characteristic of the Internet page to match the user profile record; and
responding, by the site, to each of the plurality of users with a page presentation of the page modified according to the determined modification, without adding data content to the page,
wherein the page presentations provided to the plurality of users are different.

157. (New) A method according to claim 156, wherein the user profile comprises a complex of characteristics that distinguishes an electronic person, for the purpose of interacting with an Internet.

REMARKS

The present application includes claims 76-78, 114-117 and 136-157. Claims 136-157 are new. Many of the claims of the application were cancelled in order to focus the prosecution of the present application on a limited number of issues. Instead of the cancelled claims, new claims 136-157, including independent claims 136 and 156, were added. The application now includes only two independent claims. Claims 76-78 and 114-117 were amended to change the base claim on which the claims depend. Claim 117 was amended in order to conform to the wording of the base claim. Applicants reserve the right to file a divisional application upon allowance of the present application.

Applicants thank the Examiner for the interview with the Examiner, conducted September 7, 2004. Following the interview, applicants have cancelled old claims and filed a new set of claims which focus on the inventive features discussed in the interview.

For brevity, the following discussion relates to the Independent claims. The dependent claims are allowable at least because they depend on an allowable claim.

New claim 136 requires providing, responsive to requests for an Internet page, information content of the Internet page, and responding to each of the requests, with a page presentation of the provided information content in a display format selected responsive to the user profile record of the user transmitting the request.

Herz describes identifying desirable objects, such as news articles, for a user, according to a target profile interest summary (abstract). The Herz application is directed solely to finding the information and not to determining a display format of the information responsive to the user profile, as required by new claim 136.

At least some of the dependent claims add further patentability over claim 136. Claim 141, for example, requires providing the same information content for a plurality of the users. Herz, in contrast, provides different information to different users, according to their user profiles.

Claim 143, for example, requires providing the information content without relation to the user profile of the user. Herz, in contrast, provides the information content based on the user profiles.

Claim 144, for example, requires that the selected display format includes at least one non-information-content attribute selected responsive to the user profile. Herz, in contrast, does not

select non information content attributes at all.

The Examiner stated regarding old claim 1, that Applicant asserts that the Herz reference does not disclose a non-attribute of a display format of the information. The Examiner countered that Herz discloses a non-attribute of a display format of the information (by using quality attributes including negatively weight attributes to allow users to monitor market activity or other user's activity and thus providing the user not only quality but also format personalization in displaying information, see col. 68 line 5 to col. 69 line 60 and col. 71 line 20 to col. 72, line 64).

Applicants respectfully submit that claim 144 relates to a "non-information content attribute" and not to a "non-attribute", the meaning of which is not clear to applicants. The quality attributes on column 68, lines 32-39, related to by the Examiner, relate to the content desired by the user and not to a non-content display format.

New claim 156 requires determining a suitable modification of at least one characteristic of the Internet page to match a user profile record and responding with a page presentation of the page modified according to the determined modification, without adding data content to the page.

Herz describes identifying sites of interest that match a user profile (column 67, lines 34-35), but does not teach or suggest modifying a site to match a personality. Herz is directed at filtering data that is of interest to a user and not to modifying Internet pages to user preferences.

The dependent claims further differentiate over Herz. Claim 76 requires modifying a display layout and claim 77 requires modifying a level of detail shown. Neither of these is taught or suggested by Herz.

In addition, applicants respectfully point out that a Supplementary Information Disclosure Statement filed on May 13, 2004, included a 1-page form. The 1449 was never returned initialed by the Examiner. Applicants are resubmitting the 1-page form and respectfully request that all the items listed thereon be initialed by the Examiner to ensure that they appear on the face of the patent issuing on the present application. Applicants assume that the art has already been considered by the Examiner in accordance with MPEP 609.

In view of the above remarks, applicants submit that the claims are patentable over the prior art. Allowance of the application is respectfully awaited. If, however, the Examiner is not convinced and the Examiner is of the opinion that a telephone conversation may forward the present application toward allowance, applicants respectfully request that the Examiner call the

092/01664 A03

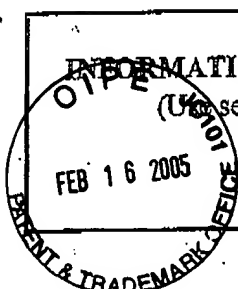
undersigned at 1 (877) 428-5468. Please note that this is a direct *toll free* number in the US that is answered in the undersigned's Israel office. Israel is 7 hours ahead of Washington.

Respectfully submitted,
A. REFUAH et al.

Yaakov Schatz
Yaakov Schatz
Reg. No. 44,320

January 6, 2005

William H. Dippert, Esq.
Reed Smith LLP
599 Lexington Avenue, 29th Floor
New York, NY 10022-7650

| | | |
|---|------------------------------------|--------------------------|
| INFORMATION DISCLOSURE CITATION (Use several sheets if necessary)  | ATTY DOCKET NO. 092/01664 | SERIAL NO. 09/601,385 |
| | APPLICANT(S) Aviv REFUAH et al. | |
| | FILING July 28, 2000 | GROUP 2155 |

U.S. PATENT DOCUMENTS

| EXAMINER INITIAL | | DOCUMENT NUMBER | DATE | NAME | CLASS | SUB- CLASS | Filing date if appropriate |
|---------------------|---|--------------------|------------|------------------|-------|---------------|-------------------------------|
| | 1 | 5,799,063 | 25 Aug '98 | KRANE, L. | | | |
| | 2 | 6,061,738 | 9 May '00 | OSAKU, T. et al. | | | |
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FOREIGN PATENT DOCUMENTS

| EXAMINER INITIAL | | DOCUMENT NUMBER | DATE | COUNTRY | CLASS | SUB- CLASS | TRANSLATION | |
|---------------------|---|--------------------|------------|---------|-------|---------------|-------------|----|
| | | | | | | | YES | NO |
| | 3 | EP 0 643 541 | 15 Mar '95 | EUROPE | | | | |
| | 4 | WO 97/31490 | 28 Aug '97 | PCT | | | | |
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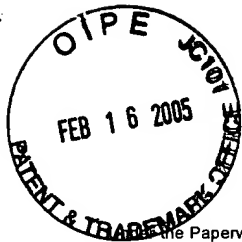
OTHER DOCUMENTS (Including Author, Title, Date Pertinent Pages, Etc.)

| | | |
|--|---|--|
| | 5 | DUERST, M.; "Internationalization of Domain Names;" July 1998 |
| | 6 | HAHN, M.; "Uniform Resource Locators;" December 1, 1995; EDPACS; Vol. 3, No. 6; Pages 8-13; XP000566203 |
| | 7 | TAKADA, T.; "Multilingual Information Exchange Through the World-Wide Web;" November 1, 1994; Computer Networks and ISDN Systems; Vol. 27, No. 2; Pages 235-241; XP004037994 |

| | |
|---|-----------------|
| EXAMINER | DATE CONSIDERED |
| *EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. | |

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PTO/SB92 (08-00)

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on February 16, 2005

Date

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599 Lexington Avenue
29th Floor
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Note: Each paper must have its own certificate of mailing, or this certificate must identify each submitted paper.

Applicant: Aviv REFUAH et al.

Serial No: 09/601,385

Filing Date: July 28, 2000

For: Personalized Internet Interaction

Enclosures: (1) Petition For Revival Of An Application For Patent Abandoned Unintentionally (4 pages);
(2) Request For Continued Examination (RCE) Transmittal (2 pages);
(3) Combined Amendment and Petition For Extension of Time (3 pages);
(4) Amendment (9 pages);
(5) Acknowledgement Postcard.

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